

Zone 29 “Drive and Go” Logistics Path

DON 00017 Corporate Pilot Batch – 1969 GTO Judge (Framingham Lead Car Example)

Overview

Pontiac used a deliberate **Zone Stock / Launch Vehicle** system (99x allocation codes) to control the early rollout of the 1969 GTO Judge. Cars were built for zone inventory, shipped to regional hubs for dealer training (“Drive and Go” events), then released to retail dealers. Your Framingham lead car (VIN 242379G125205) is a textbook example of this corporate strategy.

Logistics Flow – DON 00017 Pilot Batch

STEP 1: PRODUCTION	Framingham Assembly Plant (G) Cowl Date: 01B (Jan 1969) Special Allocation: 29-991 (Zone Stock) Broadcast Sheet: Bypass Code 2 + Code 640
↓	Priority corporate routing for Launch vehicles
STEP 2: SHIPMENT	Anchor Motor Freight Consignee: Pontiac Motor Division, Zone 29 Navy Industrial Yard, Building 2 South Kearney (Kearny), New Jersey
↓	Received at Zone 29 hub for inspection & staging
STEP 3: ZONE HUB	South Kearney Navy Industrial Yard - Inspection & dealer prep - Held in Zone Stock inventory - Used for “Drive and Go” dealer training events - Northeast promotional activities
↓	After training/promotional phase
STEP 4: RELEASE	Released from Zone 29 inventory First-come, first-served to retail dealers Final Dealer: Allen Pontiac, Belleville, NJ (29-046)

Key Primary-Source Evidence in Your Archive

- **PHS/Factory Invoice** – 29-991 Zone Stock allocation code
- **Broadcast Sheet** – Bypass Code 2 + Code 640 routing flags
- **Anchor Motor Freight Document** – Exact consignee: “Pontiac Motor Division, Zone 29 – Navy Ind Yd Bldg 2, S Kearney, NJ”
- **Yankee Chapter POCI Newsletter** – Describes the car as a “Launch vehicle” used for dealer training/press events
- **Jim Mattison / PHS (2018)** – Confirmed Northeast “Drive and Go” introduction events (South Kearney, Massachusetts, NY Auto Show)

Strategic Purpose

This system allowed Pontiac to maintain tight control over the initial ~1,000 “pattern cars” (mostly Carousel Red) during a period of Ram Air engine constraints. By routing early Judges through Zone 29’s South Kearney hub for dealer training before releasing them to retail dealers, Pontiac ensured high-visibility cars reached key Northeast markets quickly and generated maximum early demand and dealer enthusiasm.